What is claimed is:

1. A system for delivering electronic programming to a user, the system comprising:

a printed matter having at least one sensor and a transmitter for transmitting a coded signal in response to an actuation of said sensor;

an intelligent controller having associated therewith a receiver for receiving said coded signal and a means for accessing programming material; and

a display unit for presenting said programming material;

wherein said user actuates said sensor to cause said intelligent controller to access said programming material and said display unit to present said programming material to said user.

2. A system as defined in claim 1 wherein said sensor comprises a touch sensor.

3. A system as defined in claim 1 wherein said sensor comprises a capacitive touch sensor.

4. A system as defined in claim 1 wherein said sensor comprises a conductive touch sensor.

5. A system as defined in claim 1 wherein said sensor comprises a page sensor.

6. A system as defined in claim 1 wherein said printed matter includes both a page sensor and a touch sensor.

7. A system as defined in claim 1 wherein said printed matter includes a pad having a plurality of touch sensors.

8. A system as defined in claim 1 wherein said printed matter includes a plurality of pads, each having a plurality of touch sensors.

9. A system as defined in claim 1 wherein said intelligent controller includes a microprocessor.

10. A system as defined in claim 1 wherein said intelligent controller has associated therewith a memory means for storing programming material.

11. A system as defined in claim 10 wherein said memory means comprises a magnetic disk.

12. A system as defined in claim 10 wherein said memory means comprises a PCMCIA card.

13. A system as defined in claim 10 wherein said memory means comprises a flash RAM.

14. A system as defined in claim 10 wherein said memory means comprises a cache.

15. A system as defined in claim 10 wherein said memory means comprises a CD-ROM.

16. A system as defined in claim 10 wherein said memory means is selected from the group consisting of: a ROM; a WORM disk; a floppy disk; a multi-layer optical disk; a magneto-optical disk; an IC card; a magnetic bubble memory; a sequential access memory; a magnetic tape; a magnetic drum; a magneto-

optical drum; a static RAM; and a dynamic RAM.

17. A system as defined in claim 1 wherein said intelligent controller includes a removable memory means.

18. A system as defined in claim 17 wherein said printed matter and said removable memory means are supplied to, or purchased by, the user as a set.

19. A system as defined in claim 1 wherein said means for accessing programming material operates via a data link.

20. A system as defined in claim 19 wherein said data link comprises a telephone line.

21. A system as defined in claim 19 wherein said data link comprises a computer network.

22. A system as defined in claim 19 wherein said data link comprises an ISDN network.

23. A system as defined in claim 19 wherein said data link comprises an ethernet network.

24. A system as defined in claim 19 wherein said data link comprises a CATV line.

25. A system as defined in claim 1 wherein said intelligent controller has associated therewith a buffer for temporarily storing the programming material.

26. A system as defined in claim 1 wherein said intelligent controller includes means for decompressing compressed programming material.

27. A system as defined in claim 1 wherein said display unit

comprises a video display.

28. A system as defined in claim 1 wherein said display unit comprises an audio transducer.

29. A system as defined in claim 1 wherein said display unit comprises a flat panel display.

30. A system as defined in claim 29 wherein said flat panel display is embedded within said printed matter.

31. A system as defined in claim 1 wherein said display unit has associated therewith a buffer for temporarily storing programming material.

32. A system as defined in claim 1 wherein said display unit has associated therewith means for decompressing compressed programming material.

33. A system as defined in claim 1 wherein said display unit comprises a CATV converter, or wireless cable converter, and a television set coupled thereto.

34. A system as defined in claim 1 wherein said display unit comprises a personal computer.

35. A system as defined in claim 34 wherein said personal computer includes a CD-ROM for storing programming material.

36. A system as defined in claim 34 wherein said personal computer includes means for decompressing compressed programming material.

37. A system as defined in claim 1 wherein said intelligent controller and said display unit each ~~comprise portions of a~~

personal computer.

38. A system as defined in claim 1 wherein said programming material includes entertainment programming.

39. A system as defined in claim 1 wherein said programming material includes educational programming.

40. A system as defined in claim 1 wherein said programming material supplements information contained in said printed matter.

41. A system as defined in claim 1 wherein said programming material includes commercial programming.

42. A system as defined in claim 1 wherein said programming material includes promotional programming.

43. A system as defined in claim 1 wherein said programming material includes informational programming.

44. A system as defined in claim 1 wherein said transmitter and receiver communicate via an energy pathway.

45. A system as defined in claim 44 wherein said energy pathway comprises a conductive cable.

46. A system as defined in claim 44 wherein said energy pathway comprises an optical cable.

47. A system as defined in claim 44 wherein said energy pathway comprises a capacitively coupled link.

48. A system as defined in claim 1 wherein said transmitter and receiver communicate via a wireless RF link.

49. A system as defined in claim 1 wherein said transmitter and

receiver communicate via an IR link.

50. A system for displaying programming to a user, the system comprising:

a printed matter having at least one machine recognizable feature;

a feature recognition unit having associated therewith a means for recognizing said feature and a transmitter for transmitting a coded signal in response to the recognition of said feature;

an intelligent controller having associated therewith a receiver for receiving said coded signal and means for accessing programming material; and

a display unit for presenting said programming material;

wherein said recognition unit, in response to the recognition of said feature, causes said intelligent controller to access said programming material and said display unit to execute or display said programming material.

51. A system as defined in claim 50 wherein said intelligent controller includes a microprocessor.

52. A system as defined in claim 50 wherein said intelligent controller has associated therewith a memory means for storing programming material.

53. A system as defined in claim 52 wherein said memory means

comprises a magnetic disk.

54. A system as defined in claim 52 wherein said memory means comprises a PCMCIA card.

55. A system as defined in claim 52 wherein said memory means comprises a flash RAM.

56. A system as defined in claim 52 wherein said memory means comprises a cache.

57. A system as defined in claim 52 wherein said memory means comprises a CD-ROM.

58. A system as defined in claim 52 wherein said memory means is selected from the group consisting of: a ROM; a WORM disk; a floppy disk; a multi-layer optical disk; a magneto-optical disk; an IC card; a magnetic bubble memory; a sequential access memory; a magnetic tape; a magnetic drum; a magneto-optical drum; a static RAM; and a dynamic RAM.

59. A system as defined in claim 50 wherein said intelligent controller includes a removable memory means.

60. A system as defined in claim 59 wherein said printed matter and said removable memory means are supplied to, or purchased by, the user as a set.

61. A system as defined in claim 50 wherein said means for accessing programming material operates via a data link.

62. A system as defined in claim 61 wherein said data link comprises a telephone line.

63. A system as defined in claim 61 wherein said data link

comprises a computer network.

64. A system as defined in claim 61 wherein said data link comprises an ISDN network.

65. A system as defined in claim 61 wherein said data link comprises an ethernet network.

66. A system as defined in claim 61 wherein said data link comprises a CATV line.

67. A system as defined in claim 50 wherein said intelligent controller has associated therewith a buffer for temporarily storing the programming material.

68. A system as defined in claim 50 wherein said intelligent controller includes means for decompressing compressed programming material.

69. A system as defined in claim 50 wherein said display unit comprises a video display.

70. A system as defined in claim 50 wherein said display unit comprises an audio transducer.

71. A system as defined in claim 50 wherein said display unit comprises a flat panel display.

72. A system as defined in claim 71 wherein said flat panel display is embedded within said printed matter.

73. A system as defined in claim 50 wherein said display unit has associated therewith a buffer for temporarily storing programming material.

74. A system as defined in claim 50 wherein said display unit

has associated therewith means for decompressing compressed programming material.

75. A system as defined in claim 50 wherein said display unit comprises a CATV converter, or wireless cable converter, and a television set coupled thereto.

76. A system as defined in claim 50 wherein said display unit comprises a personal computer.

77. A system as defined in claim 76 wherein said personal computer includes a CD-ROM for storing programming material.

78. A system as defined in claim 76 wherein said personal computer includes means for decompressing compressed programming material.

79. A system as defined in claim 50 wherein said intelligent controller and said display unit each comprise portions of a personal computer.

80. A system as defined in claim 50 wherein said programming material includes entertainment programming.

81. A system as defined in claim 50 wherein said programming material includes educational programming.

82. A system as defined in claim 50 wherein said programming material supplements information contained in said printed matter.

83. A system as defined in claim 50 wherein said programming material includes commercial programming.

84. A system as defined in claim 50 wherein said programming

material includes promotional programming.

85. A system as defined in claim 50 wherein said programming material includes informational programming.

86. A system as defined in claim 50 wherein said transmitter and receiver communicate via an energy pathway.

87. A system as defined in claim 86 wherein said energy pathway comprises a conductive cable.

88. A system as defined in claim 86 wherein said energy pathway comprises an optical cable.

89. A system as defined in claim 86 wherein said energy pathway comprises a capacitively coupled link.

90. A system as defined in claim 50 wherein said transmitter and receiver communicate via a wireless RF link.

91. A system as defined in claim 50 wherein said transmitter and receiver communicate via an IR link.

92. A system as defined in claim 50 wherein said feature comprises a bar code.

93. A system as defined in claim 50 wherein said feature comprises an invisible bar code.

94. A system as defined in claim 50 comprises wherein said feature comprises a magnetic code.

95. A system as defined in claim 50 wherein said feature comprises printed indicia.

96. A system as defined in claim 50 wherein said recognition unit comprises a hand-held unit.

97. A system as defined in claim 96 wherein said hand-held recognition unit includes a CCD camera.

98. A system as defined in claim 96 wherein said hand-held recognition unit includes a bar code reader.

99. A system as defined in claim 96 wherein said hand-held recognition unit comprises a magnetic detector.

100. A system as defined in claim 96 wherein said hand-held recognition unit comprises a scanner/mouse.

101. A system for delivering electronic programming to a user, the system comprising:

a printed matter having associated therewith at least one sensor, a controller responsive to an actuation of said sensor, and a transmitter responsive to said controller for transmitting a coded signal; and

a display unit having associated therewith a receiver for receiving said coded signal, means for accessing programming material in response thereto, and means for displaying or executing said programming material; and

wherein said user actuates said sensor to cause said programming material to be accessed and displayed or executed.

102. A system as defined in claim 101 wherein said controller includes a microprocessor.

103. A system as defined in claim 101 wherein said display unit further has associated therewith a memory means for storing programming material.

104. A system as defined in claim 103 wherein said memory means comprises a magnetic disk.

105. A system as defined in claim 103 wherein said memory means comprises a PCMCIA card.

106. A system as defined in claim 103 wherein said memory means comprises a flash RAM.

107. A system as defined in claim 103 wherein said memory means comprises a cache.

108. A system as defined in claim 103 wherein said memory means comprises a CD-ROM.

109. A system as defined in claim 101 wherein said memory means is selected from the group consisting of: a ROM; a WORM disk; a floppy disk; a multi-layer optical disk; a magneto-optical disk; an IC card; a magnetic bubble memory; a sequential access memory; a magnetic tape; a magnetic drum; a magneto-optical drum; a static RAM; and a dynamic RAM.

110. A system as defined in claim 101 wherein said further has associated therewith a removable memory means.

111. A system as defined in claim 110 wherein said printed matter and said removable memory means are supplied to, or purchased by, the user as a set.

112. A system as defined in claim 101 wherein said means for

accessing programming material operates via a data link.

113. A system as defined in claim 112 wherein said data link comprises a telephone line.

114. A system as defined in claim 112 wherein said data link comprises a computer network.

115. A system as defined in claim 112 wherein said data link comprises an ISDN network.

116. A system as defined in claim 112 wherein said data link comprises an ethernet network.

117. A system as defined in claim 112 wherein said data link comprises a CATV line.

118. A system as defined in claim 101 wherein said controller has associated therewith a power-down or slow-down circuit for reducing power consumption in said controller.

119. A system as defined in claim 101 wherein said controller has associated therewith a solar cell for powering said controller..

120. A system as defined in claim 101 wherein said display unit comprises a video display.

121. A system as defined in claim 101 wherein said display unit comprises an audio transducer.

122. A system as defined in claim 101 wherein said display unit comprises a flat panel display.

123. A system as defined in claim 122 wherein said flat panel display is embedded within said printed matter.

124. A system as defined in claim 101 wherein said display unit has associated therewith a buffer for temporarily storing programming material.

125. A system as defined in claim 101 wherein said display unit has associated therewith means for decompressing compressed programming material.

126. A system as defined in claim 101 wherein said display unit comprises a CATV converter, or wireless cable converter, and a television set coupled thereto.

127. A system as defined in claim 101 wherein said display unit comprises a personal computer.

128. A system as defined in claim 127 wherein said personal computer includes a CD-ROM for storing programming material.

129. A system as defined in claim 127 wherein said personal computer includes means for decompressing compressed programming material.

130. A system as defined in claim 101 wherein said controller and said display unit each comprise portions of a personal computer.

131. A system as defined in claim 101 wherein said programming material includes entertainment programming.

132. A system as defined in claim 101 wherein said programming material includes educational programming.

133. A system as defined in claim 101 wherein said programming material supplements information contained in said printed

matter.

134. A system as defined in claim 101 wherein said programming material includes commercial programming.

135. A system as defined in claim 101 wherein said programming material includes promotional programming.

136. A system as defined in claim 101 wherein said programming material includes informational programming.

137. A system as defined in claim 101 wherein said transmitter and receiver communicate via an energy pathway.

138. A system as defined in claim 137 wherein said energy pathway comprises a conductive cable.

139. A system as defined in claim 137 wherein said energy pathway comprises an optical cable.

140. A system as defined in claim 137 wherein said energy pathway comprises a capacitively coupled link.

141. A system as defined in claim 101 wherein said transmitter and receiver communicate via a wireless RF link.

142. A system as defined in claim 101 wherein said transmitter and receiver communicate via an IR link.

143. A method of providing, accessing or utilizing electronic media services, the method comprising the steps of:

providing a printed matter having at least one sensor associated therewith;

providing or programming an intelligent controller to, in response to an actuation of said sensor,

perform a pre-programmed command; and

executing said pre-programmed command to access or control an electronic media.

144. A method of providing electronic programming material, the method comprising the steps of:

providing a printed matter to a potential customer;

pre-programming an intelligent controller to access or control the transmission of electronic programming material in response to an event wherein the customer interacts with the printed matter in a particular manner; and

displaying or executing said programming material in response to the intelligent controller.

145. A method as defined in claim 144 wherein said printed matter comprises a low-cost, throw away publication.

146. A method as defined in claim 144 wherein said customer utilizes a feature recognition unit to interact with said printed matter.

147. A method of providing or accessing shop-at-home services, the method including the steps of:

incorporating within a printed catalogue at least one sensor or machine-recognizable feature;

programming a controller to execute a pre-programmed command in response to an event wherein a customer interacts with said sensor or feature; and

responding to the execution of said pre-programmed command.

148. A method as defined in claim 147 wherein responding comprises presenting or delivering commercial programming to the customer.

149. A method as defined in claim 147 wherein responding comprises presenting or delivering promotional programming to the customer.

150. A method as defined in claim 147 wherein responding comprises contacting the customer by telephone.

151. A method as defined in claim 147 wherein responding comprises providing an electronic menu to the customer.

152. A method as defined in claim 151, further comprising the step of responding to the customer's menu selection(s).

153. An improved method of instruction, said method including the steps of:

providing a printed textbook having at least one sensor or machine-recognizable feature associated therewith;

providing a means, distinct from said textbook, for executing a pre-programmed command in response to an event wherein a reader of the textbook interacts with said sensor or feature; and

responding to the execution of said command.

154. An improved method of instruction as defined in claim 153

wherein responding comprises: causing or controlling the delivery or presentation of multimedia material or other information related to that in the textbook to the reader.

155. An improved method of instruction as defined in claim 153 wherein responding comprises: forming a communication link between the reader and a tutor or consultant.

156. A low cost, throw-away printed matter useful for accessing electronic media services, said printed matter including:

at least one sensor; and

means, responsive to an actuation of said sensor, for transmitting a coded signal indicative of said sensor.

157. A feature recognition unit useful, in combination with a printed matter, for accessing electronic media services, said recognition unit comprising:

means for recognizing features on said printed matter; and

means, responsive to the recognition of a feature, for transmitting a coded signal indicative of said recognized feature.

158. A feature recognition unit as defined in claim 157 wherein said means for recognizing reads bar codes.

159. A feature recognition unit as defined in claim 157 wherein said means for recognizing reads printed indicia.

160. A feature recognition unit as defined in claim 157 wherein

said means for recognizing reads magnetic codes.

161. A feature recognition unit as defined in claim 157 wherein said means for recognizing comprises a CCD camera.

162. A feature recognition unit as defined in claim 157 wherein said means for recognizing comprises a bar code reader.

163. A feature recognition unit as defined in claim 157, further including a microprocessor.

164. A system for delivering an electronic advertisement to a user, the system comprising:

a printed advertisement having associated therewith at least one sensor or machine-recognizable feature, a controller, responsive to an actuation of said sensor or a recognition of said machine-recognizable feature, and a transmitter, responsive to said controller, for transmitting a coded signal; and

a display unit including a receiver for receiving said coded signal and means for providing said user with said electronic advertisement related to said printed advertisement.

165. A system for delivering information services to a user, the system comprising:

a printed reference having associated therewith at least one sensor or machine-recognizable feature, a controller, responsive to an actuation of said

sensor or a recognition of said machine-recognizable feature, and a transmitter, responsive to said controller, for transmitting a coded signal; and

a display unit including a receiver for receiving said coded signal and means for providing said user with said information services related to said printed reference.

166. A system for delivering information services as defined in claim 165 wherein said display unit is contained within a personal communicator device.

167. A system for delivering information services as defined in claim 165 wherein said display unit is contained within a remote pager device.